ABSTRACT OF THE DISCLOSURE

A system and method that maximizes the revenues of an airline for a selected flight by automatically balancing the consumption of flight tickets between travelers who have different

5 demand curves for the same flight, which is sold out at a given time. The system accepts information from customers who have a high demand for a specific flight, while there are no available tickets that fit their needs (Type A customers), and finds customers that own tickets to the flight, but have lower demand for being on that flight (Type B customers). Based on advanced rules the system offers substitutes to Type B customers for giving away their tickets,

10 and sells it to Type A customers who pay a different price for the tickets than Type B customers.